RESEARCH PLAN PROPOSAL

Application of Total Quality Management: A Comparative Study of Libraries of State Universities and Other Universities in Jaipur

For registration to the degree of
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INTRODUCTION

In Indian Libraries specially the academic ones, a lot of changes in their organizational structure have been noticed in the last five years, the changes that take place are obvious in every level. The development of libraries, in combination with the new technological and economic facts effect important pressures in the model of administrative organization that they implement until now. Ministry for Human Resources Development (MHRD) & University Grants commission (UGC) are the main financiers for all trials about reorganization and updation of Indian libraries. Due to this financing, libraries have accomplished very important improvements in their organizational form, without following the specific structure of TQM, but implementing a lot of its principles.

Libraries are both a creation and a servant of society. Libraries have always been committed to provide a high quality of services to its users. In the past, consuming more resources, buying more books, and moving to large premises are considered as improving quality. One of the good solutions to improve quality is to provide right information to a right user at right time. This requires a thorough change in the approach – an approach based on user requirements and user satisfaction. It is believed that this can be achieved by implementing TQM. i.e. Total Quality Management.

- **T**otal - everyone in the organisation is involved in creating and maintaining the quality of the services and products offered.
- **Q**uality - the organisation through individual and collective actions focuses on meeting customer needs, recognising that customer perception identifies quality.
- **M**anagement - in managing the system, the emphasis lies on continuously improving the system in order to achieve the best results.

Total Quality Management is a comprehensive management system which:

- ✓ Focuses on meeting management's/users' needs, by providing quality services at a reasonable cost.
- ✓ Focuses on continuous improvement.
- ✓ Recognizes role of everyone in the organization.
- ✓ Views organization as an internal system with a common aim.
- ✓ Focuses on the way tasks are accomplished.
- ✓ Emphasizes teamwork

ELEMENTS OF TQM

With advanced technologies and increased level of expectations of users, the service generating organizations bear the responsibility of managing the different dimensions of total quality management in an effective way. The important elements sensitize the process of improving and maintaining the quality of services offered by the organizations. These dimensions are:

- ✓ Managing people
- ✓ Managing Technologies
- ✓ Managing Infrastructure
- ✓ Quality Control

Importance of International Quality Standards in quality management in Libraries and Information Centers

Implementation of ISO 9000 in library and information centers could be quite helpful in providing quality services to its users. The ISO 9000 series does not lay down goals and objectives; it rather provides a framework, methods and structure for organizations to adopt quality systems. The integration of ISO 9000 in TQM system would require every product or service to meet the customer needs and agreed specifications.

PRINCIPLES OF TQM

- ✓ FOCUS ON
- ✓ SERVICE EXCELLENCE
- ✓ TEAMWORK
- ✓ ONGOING TRAINING AND SKILL BUILDING
- ✓ PROCESS/SYSTEMS FOCUS
- ✓ CONTINUOUS SELF-EVALUATION AND PROCESS IMPROVEMENT
- ✓ MEASUREMENT AND DATA
- ✓ EMPLOYEE EMPOWERMENT, RECOGNITION AND REWARD

BENEFITS OF TQM TO LIBRARIES

- ✓ Breaking down interdepartmental barriers
- ✓ Redefining the beneficiaries of library services as internal customers (staff) and external customers (patrons)
- ✓ Reaching a state of continuous improvement

RELEVANCE OF THE STUDY

TQM approach is slowly getting popular in today's libraries. It deals with the product/service in its totality related to the knowledge. It explains that quality is determined by the combined efforts of various factors of all levels i.e. from top to bottom in an organization. It tells about continuous improvement in process till the desired quality of end product or service could not be achieved. The main aim of TQM is total quality with the involvement of people as teams which results in an increase in productivity at lower cost/time. TQM has been viewed as a user focused process which seeks for continuous improvement and meeting user's perceptions when they enter in the library portal.

REVIEW OF LITERATURE

Pritchard (1996) summarizes the attempts to define and measure quality and effectiveness in academic libraries, from traditional evaluative studies to Total Quality Management (TQM) and new research on user-defined criteria

Jayamalini (1999) discussed the evolution, principles, stages of TQM. It points out the difference between traditional organization and TQM organization

Greg Bounds, Lyle Yorks (2001) addresses the entire spectrum of issues related to TQM - from human resources management and organizational culture to customer value measurement and statistical quality control.

Nissa Begum (2003) stated in her study that meaning of quality is customer satisfaction through product or by service.

Sharma (2004) gave his views that the libraries of 21st century have to be conceived not merely as the storehouse of knowledge, but an effective mechanism to facilitate dissemination of knowledge, promoting information sharing. We have to create LAN, national networks and link our local and national networks to the global network of libraries and information systems so as to facilitate global access of knowledge and promote information and knowledge sharing.

Sharma (2004) realised that continuous improvement is the key to excellence. It deals with teamwork, total employees involvement and customer satisfaction

The Task Group for Standardisation in their project “Performance Analysis for Polish Research Libraries” (2005) focussed on the development of methods and standards based on library statistics and user satisfaction research for the evaluation of quality of academic libraries.

Hong Wang (2006) provides a retrospective overview of total quality management (TQM) in the context of library services TQM provides a model and benchmark as guidelines in making new strategies in libraries facing today's great changes.

Ubogu (2008) viewed that KM offers librarians/information professionals the opportunity to extend the role of libraries in the academic community and to result in strengthened relationships with related units, inside and outside the university

Dash (2008) stated that TQM It is a systematic process, which focuses on understanding customer needs and improving customer services.

Moghaddam (2008) presented an overview of total quality management (TQM) in the library and information sectors and explain the barriers to TQM implementation in libraries.

Senthivelan (2009) observed that Libraries are apt places to implement TQM. Libraries are service organizations dedicated to their users (customers). By formulating a strategic plan, and following it with a commitment to continuous quality improvement, library managers can transform and improve their organizations.

Vyas (2009) defines best practices as an application of procedures to yield superior results which means way of doing things in particular organization as guidelines for good practices and quality managemen.

Vasishta (2010) appraises using barcode technology by comparing the prerequisites and practices of the method used earlier with the prerequisites and practices being followed these days.

Juying (2011) revealed that enhancing Total Quality Management in the academic library is the way out of improving service quality, , the development of quality system documentation, the implementation of service quality system, and the auditing mechanism of quality system, etc.

Usman Awan & Khalid Mahmood (2011) worked on the purpose to develop a model for the measurement of library service quality and provides a framework for researchers to develop further library service quality scale development studies so that more concrete generalizations can be made.

Sallis (0) stated that TQM can assist institutions to manage change and to set their own agendas for dealing with the plethora of new external pressures.

OBJECTIVES OF THE STUDY

Keeping the above facts in view, the proposed research is designed to accomplish the following objectives:

- To study various dimensions of TQM in libraries of state and other Universities
- To study the level of management of people in libraries of state and other Universities
- To identify the problems faced in implementing the technology in libraries of state and other Universities
- To review the quality assurance system in providing Quality Information services to the users of state and other Universities.
- To study the infrastructural facilities available for implementing TQM in libraries of state and other universities.
- To study the awareness level of users about TQM in libraries of state and other universities.
- To develop new techniques and methods for improving the quality level of the libraries of state and other universities.

HYPOTHESES

H1: TQM is implemented more effectively in libraries of State Universities than in the libraries of other Universities.

H2: Users are more satisfied with the quality of collection and services of libraries of State Universities than in the libraries of other Universities.

H3: The infrastructural facilities are better in libraries of other Universities than in the libraries of State Universities.

H4: Other University libraries are using better technologies (computerization, automation) in comparison to State University libraries

RESEARCH METHODOLOGY

The type of research used for the present study is descriptive research which includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. The methods of research utilized in this research are survey methods.

SAMPLING TECHNIQUE

In the present study the population of study is the university libraries of Jaipur. There are 24 universities in Jaipur of which four are State Universities and 20 are other universities.

The sample of the study will be libraries of four State Universities and six other universities.

State Universities

S.No.	State Universities	Year Of Establishment
1.	University of Rajasthan	1947
2.	MNIT University	1963
3.	Jagadguru Ramanandacharya Rajasthan Sanskrit University	2001
4.	Rajasthan University of Health Sciences	2005

Other Universities

S.No.	Other Universities	Year Of Establishment
1.	LNM University	2002
2.	Jaipur Natioonal University	2008
3.	Amity University	2008
4.	NIMS University	2008
5.	Jayoti Vidyapeeth Women's University	2008
6.	The IIS University	2009

Sample size

- ✓ 1000 scholars
- ✓ 100 faculty members
- ✓ 20 library personnel

Sampling Technique

Simple Random sampling

TOOLS OF THE STUDY

Research tool is a fundamental requirement which determines the validity of research. The study focused on the total quality management and data will be collected with the help of structured questionnaires, through the organization's websites, personal visits to organizations, interviews with the librarian and library staff and the users. Reports and publication of various information centers, books magazines and newspapers will also be a part of the study.

COLLECTION OF DATA

For this study data will be collected with the help of structured questionnaires, by interviews of library professionals and users. The questionnaires will be filled by library professionals and by the users from the sample taken. The questions were framed according to the aims and objectives of the study. For framing of question following steps would be taken into consideration:

- ❖ The questions included will be relevant to the study.
- ❖ The questions will be simple and clear to the point.
- ❖ The questions will be closed ended.
- ❖ The questions will be arranged in proper sequential order.

Data Analysis and Interpretation

The data will be analyzed using various statistical techniques like tabulation, histogram and pie charts.

LIMITATIONS OF THE STUDY

- ❖ The study will be conducted only in Jaipur jurisdiction only.
- ❖ The Universities established till 2009 are covered under the study area.

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CHAPTERIZATION

1. **Introduction**

    1.1 Total Quality Management

    1.2 Need & Importance of TQM to libraries

    1.3 Application of TQM to Libraries

    1.4 Library Quality Standards ISO 9000

    1.5 Objectives of the Study

2. **Research Methodology**

3. **Analysis and Interpretation of Data**

4. **Findings**

5. **Suggestions and Conclusion**

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Appendices

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